This is a terrible idea. What horror to be stuck in a cabin for hours listening to competing phone conversations. And when there is a movie that I want to watch, it will be like being in a theater with people talking all around me.

From an economic point of view, consider this: no one will not fly if the rule stays the same as it is; but I will certainly consider not flying on an airline that allows cell phones during flight.

Consider safety. People ignore the safety announcements far too much now. With phones, they won't even hear them.